

Old South
NEW
OPPORTUNITIES



AWMI 2014 Annual Conference
November 13 - 15, 2014
Hilton Savannah DeSoto Hotel
Savannah, Georgia



AWMI 2014 Annual Conference Preview

By Laura Miller – Pittsburgh Chapter President

[Association for Iron & Steel Technology](#)

The AWMI 2014 Annual Conference is quickly approaching. With an array of opportunities to be educated, grow professionally, network, and be mentored, it is a must-attend event for anyone involved in AWMI and the metal industries. AWMI recently sat down with several of the speakers to become more acquainted with them, as well as to get a preview of what we can expect to hear from them in Savannah:



Jodi Parnell, VP of Supply Chain Management, O'Neal Steel Inc.

AWMI: How did you begin your career in the metals industry, and has your career taken the path you thought it would? What do you enjoy most about working in the steel industry?

Jodi Parnell (JP): I started at Tuscaloosa Steel (now Nucor Tuscaloosa) immediately out of college, because I needed a job, and I was unable to relocate. I was not at all interested in the steel business, but the benefits were good and it was a paying job that told me I could start immediately. I never dreamed I would stay in the industry — I was headed toward pharmaceutical sales — however, I immediately fell in love with the 'tangible' part of the

business. I loved knowing that the things that I was selling went into something I could see, and the more I learned about the history of steel, the more interesting it became to me. I moved to O'Neal quickly in purchasing, and the rest is history. I always tell people that being in purchasing is a little like being a gambler, a financial analyst, and a babysitter. I absolutely love it.

AWMI: Why did you agree to speak at AWMI's conference in Savannah? What can we expect to hear from you in November?

JP: I agreed to speak because I think that a supply chain management perspective may not be





something that we see very often. I'm still working out what to talk about in November, but perhaps you will hear about the changes in the purchasing/supply chain management realm over the past decade. I would like to encourage others to pursue the purchasing side of things — the sales route is exciting, but the purchasing road has its own unique challenges and excitement.

AWMI: What do you think we can do to raise more women into leadership positions in the metal industries?

JP: Honestly, I think that while steel appears to be a male dominated industry, our industry is overall very supportive of women. It's such a great group of people, and relationships are important which makes it a little less cut throat than some other industries. Relationships are so long-term in steel that you grow up with your competitors, your suppliers, and your customers, and people want folks who work hard to succeed. I think that the key to raising more women into leadership positions is to convince more women to try. I think we can only be limited by ourselves.

Jodi will speak in an afternoon keynote on Friday, November 14, 2014.





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Connie Glaser, author of "GenderTalk Works"

AWMI: Can you give us a brief overview of your book "GenderTalk Works" and how the insight in the book might be helpful to women in the traditionally male-dominated metals industries?

Connie Glaser (CG): Men and women communicate differently, and misunderstanding often ensues as a result. GenderTalk Works explores the differences, and provides a blueprint for greater collaboration and more effective communication.

Men tend to use conversation as a means to assert their opinion and negotiate - and maintain status. Conversation is a medium for going advice, directions, and information. They tend to use short sentences and be very direct. For men, conversation is often perceived as a game of one-upmanship...shoot, score, win.

For women, communication tends to be a more collaborative give-and-take exchange. They use conversation to establish rapport and connection with others, the subject of the conversation often being secondary to building the relationship. Women tend to use language to communicate feelings, as well as convey information.

The key for women - particularly in traditionally male-dominated industries - is being able to



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communicate with confidence and credibility, and to receive the credit they deserve. GenderTalk Works provides strategies on how to accomplish this.

AWMI: How did you get started in your career and what has surprised you most about the direction it's taken?

CG: My Master's Degree is in English, and I taught English and Business Communications for several years. In the early '90's, I was working with the University of Georgia and was asked to keynote on the topic of Women and Communications at their first Women's Leadership Conference.

The question came up: "Are there really differences in communication styles between men and women?" The limited research at that time suggested there were differences. However, I was most interested in how those differences impacted women and their ability to succeed in the workplace. That led to my first book, *More Power To You! How Women Can Communicate Their Way to Success*.

The biggest surprise was the book's tremendous success – not just in the U.S., but around the world. The book was published in over a dozen languages including Chinese, Japanese, Hebrew, and Bulgarian. Obviously, we had struck a chord with women universally.

AWMI: Why did you agree to speak at AWMI's conference in Savannah? What can we expect to hear from you at the conference?

CG: I love the opportunity to connect with successful women from different industries, particularly women who have achieved in non-traditional female fields. Women at the AWMI conference can expect to learn practical strategies and techniques to empower themselves – and help ensure they receive the credit and recognition they deserve!

Hear more from Connie during a keynote session on the afternoon of Friday, November 14, 2014.

For full bios and information about other speakers from Gerdau Special Steel North America, SAPA Extrusions, Novelis, Catalyst, and Armada Corporate Intelligence, visit www.awmi.org/events/annual-conference/.



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Leslie Joyce, PhD, Sr. VP & Chief People Officer, Novelis Inc.

AWMI: How did you begin your career in the metals industry, and has your career taken the path you thought it would? What do you enjoy most about working in the aluminum industry?

Leslie Joyce (LJ): I joined Novelis in September of 2009 to create and build world class talent management processes and practices that would support the transformation and growth of Novelis. The human capital strategy was key to ensuring that the projected growth and geographical expansion could be realized and it marked a major turning point for the company. In my five years with Novelis, I have learned so much about aluminum and the aluminum industry. I have been impressed with the technology and innovation that has been moving our business forward and with the incredible commitment of people in this industry. Previously I have worked in the retail and pharmaceutical sectors so this was a very new experience for me.

AWMI: Why did you agree to speak at AWMI's conference in Savannah? What can we expect to hear from you?

LJ: I think this is a great industry and I think Novelis has a great story to tell about rapid enterprise transformation and the role that HR and people play in that transformation. I will discuss that transformation and the importance of talent of all types contributing to success.





AWMI: What do you think we can do to raise more women into leadership positions in the metal industries?

LJ: I think I am an example of one strategy — looking outside the metals industry for highly capable women and educating them on the metals sector. I see it in my own company — we have a decided bias toward hiring people with aluminum manufacturing experience and it is very limiting to the talent agenda. This happens despite the fact that we have many success stories of people from outside the industry making huge contributions to the company. We also have made a conscious decision to hire more female engineering grads for our early career development programs. In most regions we are targeting for 60% of an incoming class to be female.

Leslie will be the keynote speaker at the opening dinner on Thursday, November 13, 2014.



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Katy Breitenbach, Director Member Relations, Catalyst

AWMI: Can you tell us briefly about Catalyst, what the organization works to accomplish, and your role there?

Katy Breitenbach (KB): Founded in 1962, Catalyst is a leading nonprofit organization expanding opportunities for women and business with more than 700 members. With offices in the U.S., Canada, Europe, and India, Catalyst is the trusted resource for research, information, and advice about women at work. Catalyst annually honors exemplary organizational initiatives that promote women's advancement with the Catalyst Award.

I currently serve as a director on the member relations team at Catalyst. I am based in Chicago, Ill., and I manage Catalyst's Midwestern Region. In my day to day role I am dedicated to recruiting, developing, and supporting Catalyst member organizations. I also sit on the Catalyst Speaker's Bureau and frequently speak at corporate events and conferences. As a public speaker, my areas of expertise are sponsorship, engaging men, working across generations and navigating the unwritten rules in the workplace. I also currently sit on the Catalyst Awards Committee and assist with the rigorous nomination evaluation process internally at Catalyst.

AWMI: The metal industries have historically been male-dominated. How can we get more women into





the metals industry and into leadership positions?

KB: Catalyst has identified several key factors that can help get more women into leadership positions—no matter what the industry.

- **Tone from the top is key.** Company leaders must be committed to making change for women, and taking concrete measurable steps to get there. Action plans to accelerate the recruitment, development, and retention of women should become part of the way a company does business—with accountability built in.
- **It's important to engage men in making change for women.**
- **Sponsorship.** A sponsor is a high-level manager or leader who actively advocates for a talented employee in his or her company, and brings them to the attention of decision makers.
- **Hot Jobs.** Women need access to “hot jobs:” these are highly visible, mission-critical roles and international experiences that are key to getting ahead at global companies.

Change can happen when organizations stop *talking* about the challenges of advancing women to leadership and instead take intentional, targeted steps to break down barriers in their own workplaces as well as beyond their companies' walls.

AWMI: Why did you agree to speak at AWMI's conference in Savannah? What kind of information will you be sharing with AWMI in November?

KB: I am honored to have been asked to speak at the AWMI conference. What a great privilege to be able to present to a group that is driving change in one of the oldest, male-dominated industries in our country. I have been asked to speak on the topic of *Engaging Men* and I will be presenting a bit of a “state of the union” numbers on where women are in the current workplace, discussing the engagement of men in gender diversity, and reviewing some strategies in bringing men into the topic and finding ways for them to be actively engaged in driving change and gender diversity in their organizations.

Katy will speak during an afternoon keynote on Friday, November 14, 2014.

